

**Department of Transport Working Paper**

**TravelSmart Household program:  
Frequently Asked Questions in travel demand management and  
dialogue marketing**

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## Key Findings

This paper presents the techniques available for achieving travel behaviour change and benchmarks the TravelSmart approach against alternative techniques. The paper draws upon evidence from projects and reviews conducted in Europe, North America and elsewhere in Australia. The key findings are:

- Demand management techniques are emerging as a major contributor to the efficient use of resources in the fields of water, energy and transport.
- Independent reports for the UK, European Union and Australian Commonwealth governments have found TravelSmart Household to be a highly cost effective contribution to the travel demand management task.
- The European Commission reviewed over 120 campaigns in Europe and investigated the impacts of transport information, publicity and marketing in changing travel attitudes and behaviour. The project found that mass media campaigns alone have little effect on long-term behaviour change.
- Whilst TravelSmart is four to five times the cost of direct marketing (\$4 per person compared to \$17 to \$21) the relative increase in public transport patronage is eleven to twelve times that of direct marketing (1% compared to 11% to 12%).
- The real cost of TravelSmart Household has been reduced since the demonstration project in 2000. Merchandise is deployed in a highly targeted way and now consists approximately 4% of the total project cost.
- *The Dialogue with the city community engagement process identified the number one priority aspect needing improvement as alternatives to cars, particularly better public transport.*
- Perth has a relatively high standard of public transport services and walking and cycling amenity. Lack of information is a key barrier to the efficient use of these travel alternatives. By addressing these barriers, with information alone, there is potential to increase walking, cycling and public transport patronage by three fold.
- TravelSmart projects in Perth have changed community perceptions of the quality of Perth's public transport system, achieved a 20% increase in public transport patronage and reduced car use by 10%. These outcomes place TravelSmart amongst the most successful behaviour change programs in the world.
- TravelSmart projects have been delivered to 200,000 Perth residents across 12 communities. Replication of this (Western Australian) initiative has now reached more than 2 million people worldwide.
- The annual outcomes of the program evaluated to date (from 8 projects involving 143,000 population) include:
  - 10 million fewer car trips
  - 100 million reduction in vehicle kilometres
  - 30,000 tonnes reduction in greenhouse gas (equivalent 6,000 fewer cars)
  - 1.6 million extra hours of physical activity
  - 1.4 million extra public transport trips.
- Tracking of travel diaries and bus ticketing data shows that the benefits of TravelSmart are sustained for at least 4 years.
- TravelSmart is more cost effective than mass media approaches for addressing traffic congestion, pollution and the impact of rising fuel prices. There is potential for Western Australia to apply similar (dialogue marketing) techniques to many demand management issues and to lead the world in achieving sustainable living practices.

## 1. Introduction

The TravelSmart Household technique was piloted in 1997 and tested large-scale in 2000. Between 2002 and 2005 a series of demonstration projects were run to establish the suitability of the technique for application in a range of socio-geographic settings. Throughout the testing phase innovations have been trialled in the delivery mechanism, services and information tools. In 2002 a major review of the program led to significant reductions in the budget allocated to bus information modules and incentive materials.

The adoption of travel behaviour change techniques worldwide has provided a number of alternative methodologies against which TravelSmart Household can be benchmarked. This paper provides a distillation of the independent reviews and benchmarking exercises that have been carried out. It also addresses common questions that arise in relation to the differences between TravelSmart (a dialogue marketing technique) and broad reach media campaigns such as those deployed in the areas of health promotion and road safety.

## 2. Why do we need to change travel behaviour?

Perth is one of the most car dependent cities in the world with 81% of all trips undertaken by car (55% as driver and 26% as passenger). Current trends in car use and urban growth would result in car traffic in Perth increasing from 25 million kilometres per weekday in 2003<sup>i</sup> to 44 million by 2031<sup>ii</sup>.

The Dialogue with the City community survey (2003) results indicate that more than three out of four people want government to reduce car dependency and to spend more on public transport. This is consistent with the ideas that emerged from the Dialogue with the City forum held in September 2003, which included less car dependency and more public transport, walking and cycling as a *hope for the future* and alternatives to cars, particularly better public transport as the *number one priority aspect needing improvement*.<sup>iii</sup>

The high and growing level of car use in Perth is a concern because:

- Owning and running cars represents a major cost for households, accounting for 15% of expenditure by WA households. These costs can be a source of financial stress and can only increase if fuel prices rise<sup>iv</sup>.
- Maintaining and extending the urban road network is a significant public cost.
- Traffic congestion is becoming a significant issue in Perth. Adding road capacity will not solve all future congestion problems in Perth.<sup>v</sup>
- As more trips are made by car, fewer are made (in part or entirely) by walking or cycling – 45% of WA adults do not engage in sufficient physical activity for good health. Physical inactivity is a major risk factor for cardiovascular disease and other preventable conditions that impact upon the public health budget<sup>vi</sup>.
- Greenhouse gases from transport are a significant and growing component of the total WA emissions. Emissions from car travel contribute more than half of all transport emissions<sup>vii</sup>. Motor vehicle emissions are also recognised as the single largest contributor to the pollution load in the Perth airshed contributing to health risks and environmental damage<sup>viii</sup>.

Several State Government policies emphasise the need for travel behaviour change to address these impacts, including:

- Network City Strategy (2004) – seeks to reduce car dependence, including the expansion of TravelSmart “to encourage changes in travel behaviour in favour of increased walking and cycling and use of public transport” (p76).
- State Sustainability Strategy (2003) – proposes the extension of TravelSmart initiatives to achieve a better balance between car use and other travel modes in Perth (p188-9).
- WA Greenhouse Strategy (2004) – states “Western Australia’s TravelSmart approach has been widely recognised as an effective solution” that is being copied around the world (p65) and commits to undertake TravelSmart initiatives throughout the region (p54).
- Perth Air Quality Management Plan (2000) – recommended continuation of TravelSmart as the highest priority action to address air pollution in Perth (p75).
- Premiers Physical Activity Strategy (2002) – supports enhancing TravelSmart as a specific strategy to increase physical activity in physical and social environments (p 25).

### **3. What are the barriers and opportunities for changing travel behaviour?**

In-depth research into the travel choices of Perth residents<sup>ix</sup> reveals that Perth has public transport services, bicycle networks and walkable developments that are sufficient to provide a realistic alternative for up to half of all car trips.

The primary barriers to changing travel modes are:

- Lack of detailed knowledge regarding access to local services and facilities; and
- Mis-perceptions regarding the comfort, convenience and travel time of the alternatives to car travel.

In considering the potential for trips to be made by public transport (switching from car use, cycling or walking) the in-depth research examined the barriers to public transport use. For the 94% of trips currently not made by public transport:

- 33% were ‘Constrained’ by the need to carry luggage, use a company car etc.
- 29% had ‘Objective reasons’ such as no public transport service at the right time.
- 14% had ‘Information barriers’ such as no knowledge of the available service.
- 2% had ‘Subjective barriers’ such as a negative view of public transport.
- 6% had a ‘Choice’ being well informed and positive, but choosing the car.

Given that ‘Constraints’ cannot be overcome and ‘Objective reasons’ require system/service improvements, marketing is left to focus on the 22% of all trips that are influenced by ‘Information’, ‘Subjective’ issues and ‘Choice’. This 22% of all trips, if converted to public transport, is enough for a five-fold increase in public transport patronage! Almost two thirds of this potential is determined by a lack of information. The TravelSmart approach addresses all of the information, perception and attitudinal barriers. To focus (through broad reach media) on general awareness alone would not address the vast majority of the barriers and opportunities for change.

A similar analysis can be conducted on the potentials for walking and cycling.

#### 4. How does travel behaviour change differ from other social marketing tasks (eg drink-driving, smoking or water conservation)?

There is a range of factors that drive individuals to engage in, or refrain from, behaviours<sup>x</sup>. These factors differ according to the complexity of the behaviour in terms of being aware of the right behaviour, cultural norms for the behaviour, the frequency of the behaviour and the knowledge and skills required to act. Table 1 below illustrates where different behaviours (that are addressed through social marketing) sit within this framework.

Table 1 – Factors influencing behaviour change

	Attitude	Broad knowledge	Local knowledge	Skills (application of knowledge to a variety of situations)
<b>One time action</b>		Water efficient appliances	Buying a bike	Buy a multi-rider ticket
<b>Repeated action</b>	Quit smoking	Water wise behaviours	Walking/cycling to the local deli	Bicycle maintenance
<b>Multiple actions (repeated)</b>	Commencing recycling	Recycling correctly	Public transport service patters	Planning journeys

The key difference between travel behaviour and other behaviours (such as smoking or drink driving) is that travel has primarily knowledge-based barriers, and health and safety behaviours have primarily attitudinal barriers. The implications of these differences for the selection of effective mass media, direct marketing or dialogue marketing techniques are discussed in sections 5 to 8.

#### 5. What is the communications task for travel behaviour change?

Research from the UK suggests that broad positive awareness of alternative travel options (public transport, cycling and walking) is insufficient to overcome the barriers to taking up these behaviours<sup>xi</sup>. Each alternative travel behaviour requires local knowledge such as: ‘where does my local bus go’; ‘how do I buy a ticket’; ‘what cycling gear do I need’; ‘is my local deli close enough to walk to’. Localised information can satisfy the needs of a small proportion of residents through direct marketing delivered as local area marketing. However, the majority of residents also have misperceptions about the quality or speed of the alternatives and their own ability to walk or cycle to local destinations. To overcome these motivational barriers people need a direct interaction with a person that results in the resident trying the alternative once. It is the combination of local information and motivation (counselling) that make dialogue marketing effective for travel behaviour change. This is the technique applied to the TravelSmart Household program.

## **6. What is the evidence that dialogue marketing (TravelSmart) works?**

TravelSmart projects have now been delivered to 200,000 Perth residents across twelve local communities. Results from many of these projects have been collected from travel diary surveys and area wide bus ticketing data. Reports on each project are available on the Department for Planning and Infrastructure website<sup>xii</sup>. Detailed discussion of the impacts from the South Perth demonstration project has been published in the form of conference papers<sup>xiii</sup>. The Perth projects produce a 10% reduction in car use that is equivalent to removing the impacts of around 10 years of traffic growth in established suburbs.

National and international reviews of the impacts of TravelSmart projects have concluded that the application of dialogue marketing is an effective contributor to strategies to manage travel demand:

- (a) A report Commissioned by the Department of Environment and Heritage on Australian TravelSmart projects 2001-2005<sup>xiv</sup> commented that  
“Given the findings to date, the number of evaluations undertaken, and their consistency, Australia is now in a position to move beyond piloting TravelSmart to engage in large-scale interventions in all major metropolitan and regional centres.” “There is little further need to undertake major evaluations of household projects, as the Australian and international data is in broad agreement, and there is little need to demonstrate the effectiveness of the methods used.”
- (b) The Warren Centre (NSW) – Sustainable Transport in Sustainable Cities – Changing Travel Behaviour<sup>xv</sup>. This report (published in 2002) concludes that based on cost effectiveness and impact on travel behaviour, that increased use of TravelSmart is one of the most effective strategies for changing travel behaviour.
- (c) A research report undertaken for the Department of Transport UK<sup>xvi</sup> on the influence of soft factor interventions on travel demand (titled “Smarter Choices Changing the Way we Travel”) published by the Department of Transport, London (2004) concludes that  
“Travel Behaviour Change programs offer good value for money and few disadvantages”.
- (d) The Australian Road Research Board (2004)<sup>xvii</sup> reported  
“TravelSmart Household has been demonstrated, in Perth and elsewhere in Australia and overseas, to be a highly effective means of achieving voluntary travel behaviour change, substantially reducing the level of car use.

The nature of TravelSmart Household, particularly that it produces a stream of benefits over a period of time, clearly shows that it is an investment rather than an operational expenditure.”

## **7. What is the evidence that broad reach media works on travel behaviour change?**

When combined with regulations, enforcement and community based programs, broad reach media has been an effective component of successful behaviour change strategies in the areas of smoking, road safety and water demand management. There is, however, some debate regarding the relative contributions of the media and regulatory aspects of these behaviour changes (refer Smarter Choices report).

Similarly, in New South Wales the changes in road casualty numbers more closely track changes in enforcement (eg. speed cameras) than changes in road safety media campaigns<sup>xviii</sup>. Whilst media and enforcement in combination work for road safety, the policy environment for travel behaviour change is defined by the need for voluntary change without major regulatory or pricing ‘sticks’.

In the travel behaviour change field there is little evidence to support broad reach media on its own as an effective tool. The UK Government invested almost twenty million pounds in a campaign called ‘Do Your Bit’ which addressed travel behaviour in the context of media marketing exercises and incentives for sustainability behaviours affecting climate change. The evaluation of this campaign (see reference xi) found that “there had only been small changes in consumer attitudes or behaviour”. The report recommended that future campaigns be modified to: overcome barriers; reinforce activity at a local level; and reward consumers. The report concluded that “advertising by itself is unlikely to be effective”.

The European Commission DGVII project INPHORMM (1995-1998) reviewed over 120 campaigns in Europe and investigated the impacts of transport information, publicity and marketing in changing travel attitudes and behaviour to reduce car use and encourage cycling, walking and the use of public transport. Lucy Hammer, co-ordinator of this project is quoted in the UK journal *Local Transport Today* as saying “Though mass media campaigns are inappropriate methods on their own to introduce new travel ideas or explain new policies or measures, they can act as a trigger to encourage one-off or short term behaviour change, such as a reminder to participate in a car free day .....But sadly, these have little effect on long-term behaviour changes”<sup>xix</sup>

## **8. Is TravelSmart the most cost-effective approach?**

The Department for Transport in the UK evaluated a range of travel behaviour change programs and concluded<sup>xx</sup> that the TravelSmart Household (dialogue) approach is the most cost effective travel behaviour change option:

“The pilots that targeted residential populations were consistently the most effective at reducing car kilometres and increasing use of sustainable modes of transport. All seven residential pilots saw a modal shift away from car use, with estimated reductions in car use over a year ranging between 0.05 million and 6.2 million car kilometres. The cost per car km saved varied between 3p [7 cents Australian] and 18p [43 cents] per kilometre (or between 2p and 10p if monitoring and evaluation costs are excluded).

The effectiveness of the residential pilots appeared to be largely due to well-chosen target populations, sizeable intervention groups, and well orchestrated individualised marketing and personalised travel planning. In addition, the robust methodology used in these pilots made comparison of results and an evaluation of the benefits of the pilots relatively straightforward to establish.”

At between five and eight cents per kilometre, the TravelSmart Household projects in Perth are at the lower end (most cost effective) of the range of first year costs per car km saved in the UK projects.

While evaluations of mass media campaigns (on their own) are not readily available, the cost effectiveness of direct marketing can be compared to the TravelSmart Household approach (also known as dialogue marketing). The Austrian City of Linz

conducted a trial of Dialogue and Direct Marketing techniques from the (narrow) perspective of cost recovery for public transport alone. The results below (Table 2)<sup>xxi</sup> illustrate that Dialogue approaches are more effective and more cost effective than Direct Marketing approaches. TravelSmart is four to five times the cost of direct marketing (\$4 per person compared to \$17 to \$21 per person), but the relative increase in public transport patronage is eleven to twelve times that of direct marketing (1% compared to 11% to 12%).

Dialogue marketing represents better value for money than direct marketing. While broad reach media has little to offer for travel behaviour change, it can support dialogue marketing by creating a heightened community acceptance of the role of alternatives to the car.

As part of the mix of transport and land use responses to the threat of growing traffic congestion TravelSmart offers excellent value for money. TravelSmart makes better use of existing spare capacity on public transport services and bicycle and walking facilities. Similarly TravelSmart can relieve the pressure on road capacity and achieve the deferral of road investments.

*Table 2 – Effectiveness and Cost Effectiveness of Marketing Techniques*

<b>TECHNIQUE</b>	<b>YEAR</b>	<b>Relative increase +)</b> Public Transport	<b>Additional revenue</b> (per person per year) **)	<b>Cost per person**)</b>	<b>First year rate of return</b>
Dialogue Design (public transport only)	<b>2002 to 2004</b>	+11% to + 12 %	\$ 18.00 to \$28.00	\$ 17.00 to \$21.00	1.1 to 1.6
Direct Marketing not personalised (public transport only)	<b>2004</b>	+ 1 %	\$ 2.00	\$ 4.00	0.5

+) different areas with different (base) patronage

++) Adjusted to Australian Dollars

### **9. Is WA alone in using the TravelSmart approach?**

Dialogue marketing is now widely used to address the demand for travel in developed cities around the world. Projects have been delivered to more than two million people and several specialist dialogue marketing contractors have emerged.

The TravelSmart approach has been applied by many City and National jurisdictions across Australia, Europe and North America:

- The City of Nurnberg in Germany commenced dialogue marketing for public transport in 1996 and has now delivered the service to 250,000 residents representing the vast majority of the City.
- Smaller projects have been run in France, Sweden, Austria and other parts of Germany.
- In the UK the Department for Transport funded a series of demonstration projects in Bristol, several London Boroughs, Gloucester, Frome, Nottingham, South Yorkshire, Cambridgeshire and Leeds.

- In the USA the Federal Transit Administration has coordinated demonstration projects in Washington State, Ohio, North Carolina and Sacramento. Portland, Seattle and Oregon have implemented projects outside of the Federal grant system. In Canada Vancouver has commenced a demonstration project.
- In Australia, State jurisdictions commissioned demonstration projects in Adelaide, Melbourne and Brisbane. The Australian Greenhouse Office has provided contributory funding to South Australia, Victoria, Queensland and the ACT to deliver large-scale projects. The largest project in Australia has just commenced in Brisbane where more than 150,000 residents will be provided with TravelSmart dialogue marketing services.

#### **10. Why is WA regarded as the world-leader in travel behaviour change?**

Western Australia is the world-leader in travel behaviour change because it pioneered the application of dialogue marketing to all travel options. WA has also produced the most consistent, robust and successful projects achieving a 10% reduction in car use across projects in many different socio-geographic settings.

The international literature (refer section 6) consistently refers to TravelSmart in Western Australia as being the leader in this field. TravelSmart is a major innovation in the way modern Cities address transport needs. It provides a proven approach to manage travel demand that is a complement to the provision of improved facilities and services for walking, cycling and public transport. It does not involve regulatory restriction, can be deployed to achieve more efficient use of existing services and is cost effective.

#### **11. What are the key outcomes of TravelSmart?**

The TravelSmart Household program achieves a 10% reduction in car use across the population of the communities offered the program. There is no restriction placed on the amount that people travel. Trips are changed to walking, cycling, public transport or simply driving to local destinations in place of regional ones.

There are multiple outcomes of these travel changes, which in turn represent a model for triple bottom line. The key outcomes of these travel changes are:

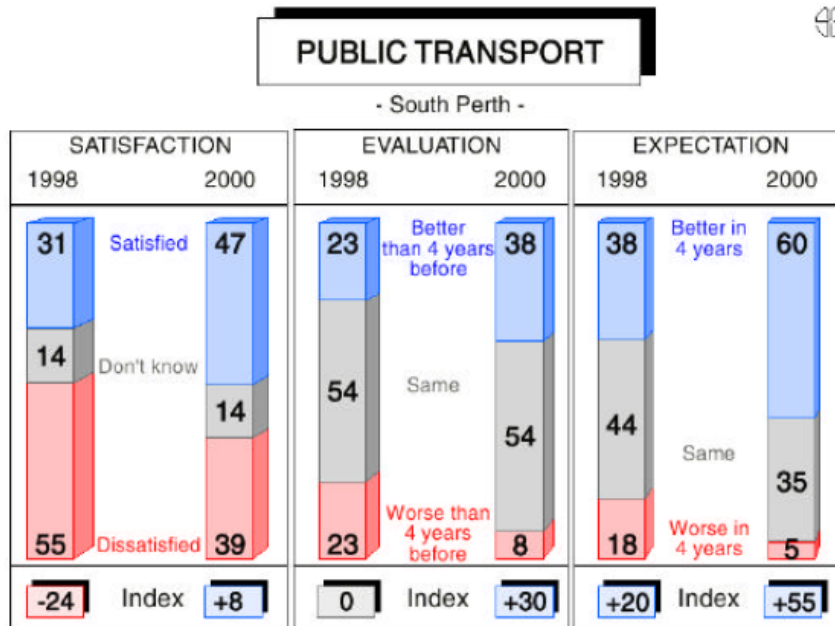
- Increased public transport fare revenues
- Reduced local pollution
- Reduced greenhouse gas emissions
- Increased physical activity (walking and cycling)
- Improved social well-being (people on the streets)
- Increased security (eyes on the street)

The annual outcomes of the program evaluated to date (from 8 projects involving 143,000 population) include:

- 10 million fewer car trips
- 100 million reduction in vehicle kilometres
- 30,000 tonnes reduction in greenhouse gas emissions (equivalent of taking 6,000 cars off the road)
- 1.6 million extra hours of physical activity
- 1.4 million extra public transport trips

The TravelSmart program also reduces negative perceptions of public transport, leading to a perceived improvement in service quality even where additional services have not been provided. Table 3 (below) shows that, following the introduction of TravelSmart Household services, the community is more satisfied with public transport, perceives that the service has improved and expects that it will continue to improve.

Table 3 – Improved public perception of public transport (without services changes)



Negative public perceptions of Perth’s public transport services are due to a poor understanding of the real level of service available. Information (alone) leads to a more complete understanding of the service and to improved satisfaction. ‘Armed’ with information, customers try the services and find them to be more convenient and comfortable than they believed possible.

**12. Is travel behaviour change sustained over time?**

The large changes in travel behaviour (reduced car use and increases in cycling, walking and public transport) provide financial and socio-economic returns sufficient to justify the program on the basis of travel behaviour changes sustained for as little as two years.

Tracking of travel behaviours in South Perth have confirmed that the vast majority of the reduction in car use has been sustained for more than four years. Similar tracking of public transport ticketing data has shown no loss of the patronage increases achieved in Cambridge over a period of more than three years. Some projects cannot be tracked in this way due to the impacts of major changes in public transport services subsequent to the TravelSmart program being completed in a local area.

### **13. Why does TravelSmart use personal contact, local information and rewards?**

The research into barriers and benefits, and trials of different marketing techniques, has led to the development of the TravelSmart technique. An emerging body of academic literature has gathered together many examples of behaviour change programs into a clear framework called Community Based Social Marketing<sup>xxii</sup>. This framework has examined the role of specific information to address the barriers and benefits of behaviour change. The role of creating new social norms to support behaviours, prompts to action and commitment and motivation are now well documented. Table 4 explains the role of the TravelSmart tools in creating the conditions necessary to achieve large and immediate behaviour change.

The use of merchandise to support TravelSmart has been reviewed to ensure that this cost component is minimised. Merchandise costs per person have been reduced since the demonstration projects carried out in 2000 and now represent approximately 4% of the project cost. Each merchandise item deployed has a clear function in the context of Community Based Social Marketing:

- The bags provide a practical aid to environmentally responsible shopping behaviours: they replace plastic bags and prompt the householder to walk for local shopping trips.
- The key chain carries a direct message at 'point of decision' (on the car key) to remind the householder that some trips may be possible without the car.
- The water bottle is a practical aid to walking and cycling. It provides motivation to engage in these activities.
- The coffee mug, perhaps the most curious of the merchandise deployed, provides 'point of decision' information at the breakfast table. A resident who chooses the car for the first trip of the day will probably use it for all trips that day, where a resident who chooses an alternative may well not drive at all that day.

The merchandise items are targeted at households interested in change and are selected to match the particular travel option of interest to the household. Each household will receive only some of the products on offer resulting in a cost for merchandise of less than \$1.50 per person in the project area.

*Table 4 – The components of TravelSmart Household*

<b>Element</b>	<b>Cost (%)</b>	<b>Role</b>	<b>Impact/ Outcome</b>
Media ads/ poster	0.5%	Awareness of the phone call	General awareness
Announcement letter	0.5%	Awareness and legitimacy	Increases contact (dialogue) from 20% recruitment rate in cold call methodology to 80% in TravelSmart
Personal contact	30%	Market segmentation and counselling	Converts 50% of households into active participation (social contract to act)
Service sheet	5%	Empowers customer to select services	Reduces demand for materials to 30% of the total information product range. Cuts wastage
Personal delivery (by bike)	12%	Leadership and counselling	Efficient process, includes counselling
Follow up call and home visits (as required)	12%	Social contract/ commitment	Motivates residents to act on the information provided
Information materials (map, fares guide, local timetable)	5%	Information/ knowledge	Essential to overcome barriers such as not knowing where/ when bus services run
Bus Modules	11%	Knowledge and norm setting	Provides relevant information at point of decision
Delivery Bag/ Backpack	2%	Norm setting and a practical aid	Use creates awareness of TravelSmart as a normal activity
Bottle/ mug/ keychain/ note pad	2%	Prompts to repeat action	Presence reminds residents to keep exercising the choice to not drive some trips
Test ticket	0	Experience of the behaviour (several times)	Gives new users the opportunity to test the options and find the best service
Surveys	15%	Provide feedback to the Federal and Local Government investors in the program	Measured 10% reduction in car use.
Staffing	5%	Scope local information	Localised information products.

#### 14. What is the future role of TravelSmart in Perth?

TravelSmart Household Stage 1 in South Perth (2000) provided a demonstration that the dialogue marketing technique could deliver cost-effective and large-scale behaviour change outcomes. The second Stage (2001/02 to 2004/05) provided a demonstration of the applicability of the technique to a range of socio-geographic settings in Perth. To date 200,000 residents across twelve communities have been offered TravelSmart services.

TravelSmart Stage 3 has attracted a \$3 million Commonwealth Greenhouse Gas Abatement Program grant, almost \$1 million from Local Governments and will run to 2008/09. Stage 3 will reach an additional 260,000 residents. The geographical allocation of the Stage 3 program has been determined in response to co-funding from Local Governments, the strategic opportunity to promote the new Southern Suburbs Rail, integration with Network City outcomes and to achieve Greenhouse Gas reductions sufficient to claim the Greenhouse grant. The TravelSmart Household Stage 3 program is outlined in Table 5.

Table 5 – TravelSmart Stage 3 Program

Yr	Project area (new in bold)	Project Popn.	Local Gov't	(Local Popn.)	Delivery Schedule
2005/06	Joondalup Line – Clarkson station precinct	14,000	Wanneroo	(14,000)	Sept to Nov 2005
	Armadale Line - Burswood to Maddington precincts	56,560	Victoria Park	(25,360)	Feb to July 2006
			Canning	(14,000)	
			Gosnells	(17,200)	
2006/07	Fremantle Line – Shenton Park to Victoria St stations	28,000	Nedlands, Clarem't, Cott'	(28,000)	Sept to Nov 2006
	Inner City – North and East	39,5 65	Stirling	(26,765)	Feb to May 2007
			Vincent	(8,800)	
			Perth	(4,000)	
Midland Line – Ashfield to Midland station precincts	22,400	Bassendean	(11,200)	April to July 2007	
		Swan	(11,200)		
	To be confirmed	19,475		(19,475)	May to Aug 2007
2007/08	Mandurah Line - Murdoch and Bull Creek station precincts	38,500	Melville	(14,000)	Aug to Nov 2007
			Melville	(24,500)	
	Mandurah Line – Rockingham station precinct	14,000	Rockingham	(14,000)	Sept to Nov 2007
2008/09	Mandurah Line – Mandurah station precinct	28,000	Mandurah	(28,000)	Aug to Nov 2008
	Program Total	260,500			

In addition to the Greenhouse Gas Abatement Program co-funded projects (above) there is a strong role for TravelSmart to be widely applicable to the balance of Perth. Future TravelSmart projects could address the travel needs of new communities that are emerging along the Southern Suburbs Rail corridor and assist with managing congestion in constrained highway corridors.

The dialogue marketing technique, which is deployed for TravelSmart, has already been utilised by WaterCorp to reduce water use by high consuming domestic customers. The Southern Metropolitan Regional Council is trialling similar techniques to address domestic energy consumption and US jurisdictions have used dialogue techniques to improve recycling rates (see reference xxii). There is potential for Western Australia to apply dialogue marketing techniques to many demand management issues and to lead the world in achieving sustainable living practices.

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- <sup>xxi</sup> Werner Brog, Socialdata. Personal communication.
- <sup>xxii</sup> Fostering Sustainable Behaviour, Doug McKenzie-Mohr, New Society Publishers Canada (1999)